imagination playground™

style guide

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section one • **elements**

elements • ip logotype

Always position the logo with at least the above allotted clear space (2 x-heights per side)

1-inch. • The minimum size requirement is 1-inch. Please refrain from using the IP logo below 1-inch wide.

Full Color Imagination Playground logotype should be used in this manner on a white background.
The green should always be PMS 369 or a CMYK/RGB equivalent.
The blue should always be PMS 285 or a CMYK/RGB equivalent.
The line in the lower right of the logo, expressing the sub-brand, should always be in PMS 285 or a CMYK/RGB equivalent. It should never be green or any other color.

In the case of Black&White/Grayscale publications (i.e. phone books, etc.) all green forms are expressed in a screen of 70% black and all blue forms are expressed in 100% black.

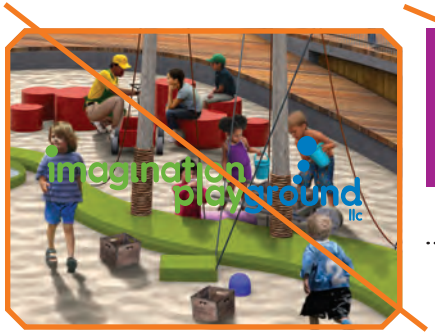
On a dark color field, or a field of one of the core brand colors, the logo should be made white to "knock out" of the field. A color logo should never be used on a dark colored background, but is permissible on PMS 382 only.

To avoid complexity, the logo should nest comfortably in the upper right hand corner (as in this document) unless on a front or back cover page. There it can be large and centered or left justified as long as it looks visually appealing.

elements • ip logotype, continued...

Always position the full color logo on PMS 382 or white.

A white logo may be knocked out of the core brand green or blue color fields. It way also appear on a black field.



DO NOT place a full color logo on any other color beside PMS 382 or white.

DO NOT place a full color logo on a photograph or full color illustration.

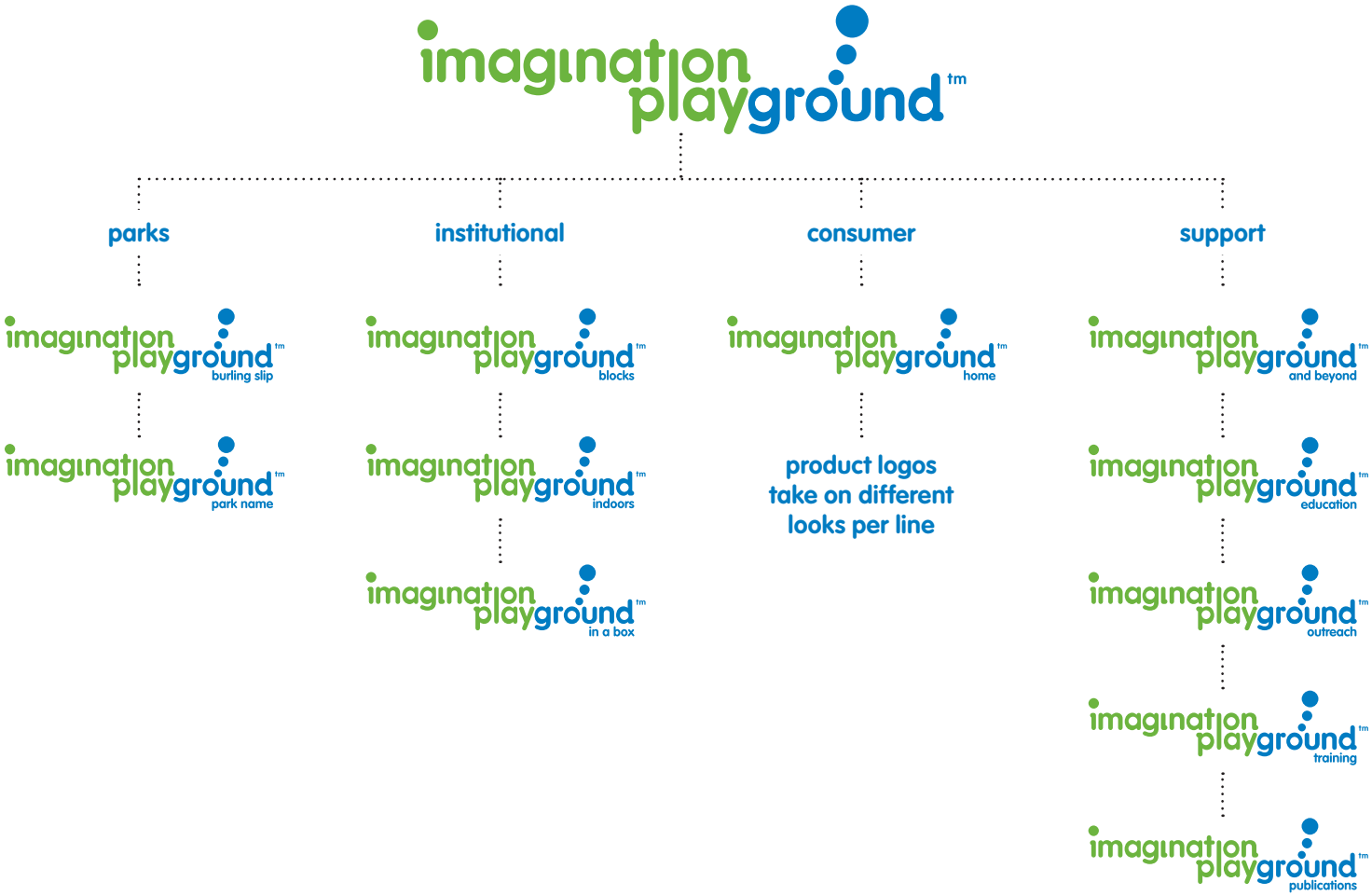
DO NOT set the logo together with or inside of a shape.

DO NOT turn the logo on it's side.

DO NOT unstack the logo.

DO NOT center the word's Imagination and Playground to each other.

elements • brand architecture, overview



The brand architecture is quite simple. All sub brands are differentiated by a small line of text in the lower right hand corner of the word *playground*. To the left is a chart containing the breakdown of Imagination Playground's categories and sub brands.

The TM version (on top) is for general use. If creating a document-specific to a sub brand, use the corresponding logo.

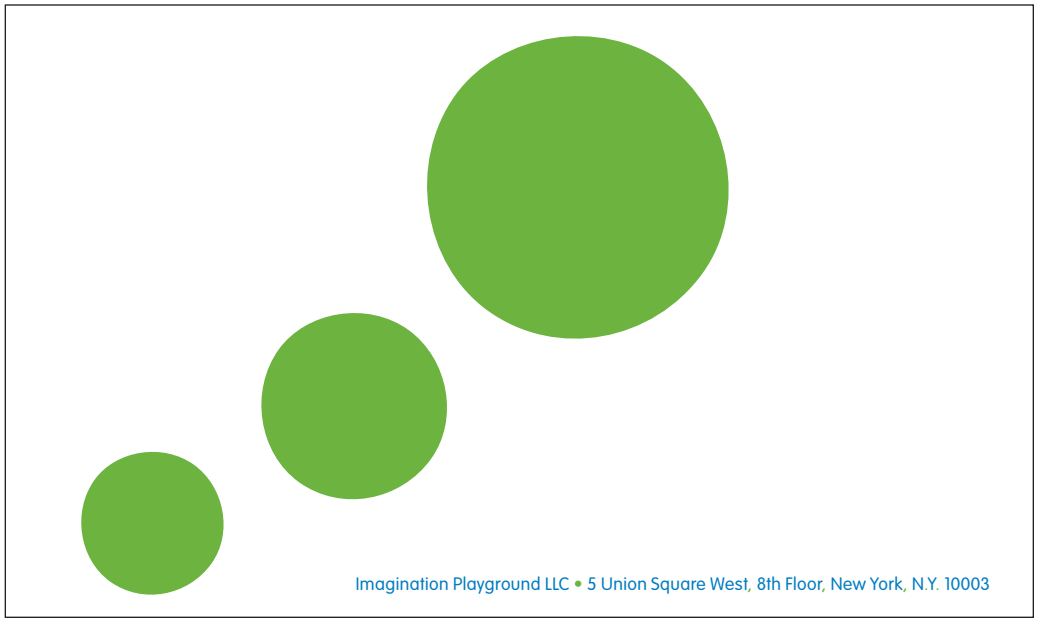
A version with LLC or INC instead of TM is to be used for brand business correspondence only.

elements • brand architecture, detail

The umbrella logo (Imagination Playground TM) is to be used for general brand representation.

Example of Brand Architecture category and sub-brand.

elements • imagination bubble, as mark...



The imagination bubble mark can be used as a stand-alone graphic. In this case, it needs to appear with the Imagination Playground name and contact information (see left).

Exceptions to this rule are instances when used as a graphic device within another context, i.e. a signoff (like at the end of this book) or when it appears on a business card (see page 24). In both cases, contact information is readily available to the viewer.

elements • imagination bubble, as graphic device

The imagination bubble mark is taken directly from the imagination playground logotype. It can be used as a stand-alone graphic device. It can be displayed in either of the core brand blue (PMS 285) or green (PMS 369).

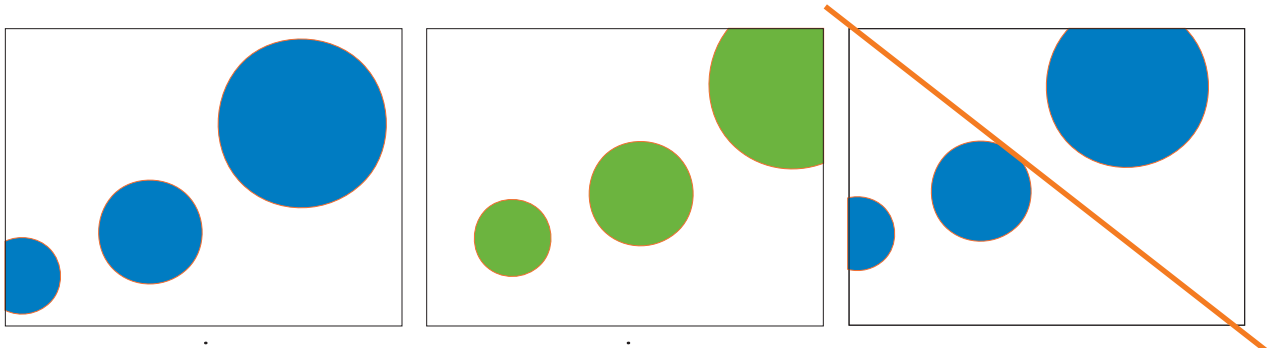
The mark should always be in the "3 bubble" orientation and be shown dynamically (i.e. it should express growth and movement) when placed.

The largest circle of the mark can be used as a holding shape for photos or type (never both together). When large, it can house quotes or if small, it can act as a holding shape for digits when numbering categories.

Digits and quotes inside of the imagination bubble are always set in the VAG typeface.

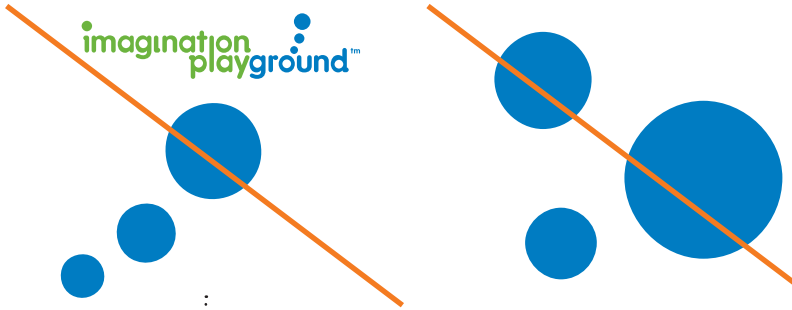
When cropping an image, always crop in the largest circle. Keep the smaller circles in the same core brand color, either (PMS 285) or green (PMS 369).

elements • imagination bubble, continued...



DO NOT run the largest and the smallest circle off the edge of the layout at the same time.

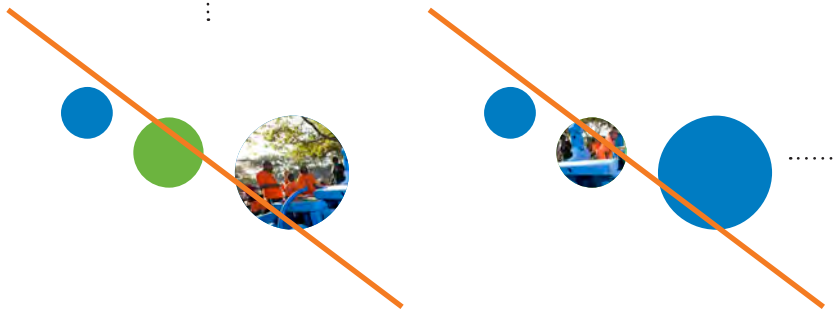
YOU MAY however, run the largest OR the smallest circle off the edge individually in a layout.



DO NOT re-arrange the imagination bubble parts.

DO NOT lock-up the logo with or inside of the imagination bubble.

DO NOT vary the color of the circles, regardless of their use.



DO NOT place content in any circle besides the largest one.

elements • bubble patterns

Bubble Patterns are to feel light and kinetic, not effervescent. Patterns are composed of bubbles in the 2 core brand colors plus the secondary yellow (PMS 396). The background is always the secondary green (PMS 382) or white. Variations are specified below.

Patterns are composed of only 2 sizes of bubbles. These can be scaled up to fit larger sizes, however, the size ratio between bubbles should remain consistent.

The bubble patterns can be used for environmental graphics and presentation covers. The bubble patterns are intended to "float up."

Do not overfill a layout with bubbles. Keep it airy and light.

DO NOT use colors foreign to the Imagination Playground brand.

DO NOT vary bubble sizes randomly. It looks too effervescent.

elements • **bubble anchor**

incorporating reflective practices
"a rich play environment provides 'affordances' for many types of play. The landscape and materials given to children, along with children's social experiences and imagination, create the background for play."
Roger Hart, Director of the Children's Environments Research Group, City University of New York
10

incorporating reflective practices
"a rich play environment provides 'affordances' for many types of play. The landscape and materials given to children, along with children's social experiences and imagination, create the background for play."
10

incorporating reflective practices
"a rich play environment provides 'affordances' for many types of play. The landscape and materials given to children, along with children's social experiences and imagination, create the background for play."
10

The bubble anchor is to only be used in digital media and presentations to define the bottom boundary. It is a fun, simple element that will not compete with other graphics.

The anchor is scalable to fit desired applications. However, the size ratio between bubbles should remain consistent.

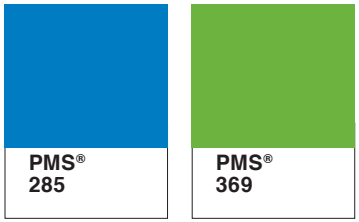
Always use on a white background.

The bubbles are always the 2 core colors (PMS 285 and 369) and the secondary yellow (PMS 396).

Only use along the bottom margin when needed, never on the top or sides.

elements • color

core brand colors



Blue
PMS 285
CMYK: 89•43•0•0
RGB: 0•125•195
Hex: 176fd2

Green
PMS 369
CMYK: 59•0•100•7
RGB: 109•179•63
Hex: 7ac040

secondary colors

Lime
PMS 382
CMYK: 29•0•100•0
RGB: 193•216•47
Hex: bed600

Yellow
PMS 396
CMYK: 11•0•94•0
RGB: 235•231•41
Hex: eae827

tertiary color

Orange
PMS 166
CMYK: 0•64•100•0
RGB: 244•123•32
Hex: ff6418

The treatment of color in Imagination Playground publications is easy to follow. The two core brand colors (blue and green) are used primarily in the logo, imagination bubble, and in headers and sub heads.

Secondary colors (light green and yellow) are used for supporting elements like color fields and bubbles found in the page anchors. They can also be used to extenuate text or illustration.

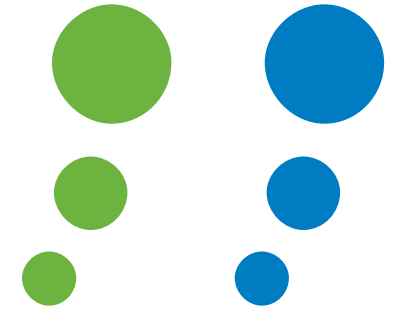
The tertiary color (orange) is more specific. It is to be used to call out things worth noting, such as quotes in bodies of text (as the text color), or photographs (orange is the frame color as noted in the page on framing).

elements • color, continued...

core color usage

imagination playground™

Green • PMS 369 **Blue** • PMS 285



Green • PMS 369 **Blue** • PMS 285

secondary color usage

Bubbles
Green • PMS 369
Blue • PMS 285
Yellow • PMS 369

Background
Lime • PMS 382

Type
Blue • PMS 285

Bubbles
Green • PMS 369
Blue • PMS 285
Yellow • PMS 369

Stripe
Blue • PMS 285

tertiary color usage

Brownsville, Brooklyn
Imagination Playground in a BOX

Outlines and Type call-outs
Orange • PMS 166

elements • photography

Brownsville, Brooklyn
Imagination Playground in a BOX,

Concept Imagery • interprets the core elements of Imagination Playground

Because Imagination Playground is a concept as well as a series of products, photographic representation is core to the brand language.

Photographs should be vibrant, clearly illustrating the intended idea. Whenever possible, product engagement should be shown. Images should be inviting, with people front-facing. Crop into images to activate the activity in the photo. **Never show a child inside storage containers.**

Photos can be set in layouts in 3 ways:

1 • *Cropped in chamfered squares (concept images can only be cropped this way, see bottom-left)*
2 • *Cropped in circles, alone.*
3 • *Cropped in the largest circle of an Imagination Bubble*

All chamfered squares should be lined with a two point rule. The rule should be orange with a small (not too small) chamfer. The chamfers on the photographs shown to the left are set at .1 inch and should be used as a model. Pre-built frames are provided for Microsoft Powerpoint users.

Any caption should be set in VAG , colored orange and right-aligned with the chamfer corner, or to the arch of the circle (see examples, left).

NOTE • All photos with children must come from approved vendors.

elements • typography

VAG Rounded Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()<>/?

VAG Rounded Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()<>/?

VAG Rounded Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()<>/?

VAG Rounded Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()<>/?

Archer Hairline
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()<>/?

Archer Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()<>/?

Archer Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()<>/?

Archer Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()<>/?

Archer Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()<>/?

Archer Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()<>/?

Archer Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()<>/?

Typography plays an important role in the Imagination Playground brand.

How you use type is a lot like how you speak to people.

ALL CAPS CAN BE LIKE SCREAMING!

A light italic font can be like whispering.

Calling attention to **the** wrong words can be **LIKE** going off topic **during** a conversation.

It's always important to use the proper tone with type. Thankfully, by using font styles sparingly and with a consistent logic, you can avoid most of the problems like those shown above.

Imagination Playground has two core type families. First, is VAG Rounded. It serves as the basis for the Imagination Playground logo and is used for headlines as well as lines of type that stand alone.

The second typeface, is Archer. This font is used mainly for body copy (like in this document). Archer comes in a variety of weights as shown here. Each weight also comes in Italic.

elements • typography, examples...

headlines are always lowercase and in **vag rounded**

Print body copy is always in Archer in Upper and Lowercase

Print body copy is always in VAG in Light and Bold

"Stand-alone quotes are always set with quote marks in Upper and Lowercase, with VAG Rounded Bold."

Contact Information, such as URLs for the web, are in VAG Rounded Light

headlines in chamfered boxes are lowercase in vag rounded bold

Body copy in chamfered boxes are always in Upper and Lowercase Archer Bold.

"Quotes in circles are always set with quote marks in Upper and Lowercase, centered, with VAG Rounded Bold,"
-- Credit lines with names and ages are in VAG Light.

Photo Captions are set in VAG Bold
Secondary Information is set in Light

elements • typography, partnerships...

imagination playground™

imaginationplayground.org

Lockup of IP logotype and URL

imagination playground™

From leaders in the design and playground worlds, **Rockwell Group** and **KaBOOM!**, Imagination Playground is a mission-based initiative that inspires a variety of fun, open-ended play patterns for kids. It allows children to design their own course of play, while fostering collaboration and creativity. With each play session, Loose Parts can instantly activate the space around them. Blocks, mats, wagons, fabric, and crates overflow with creative potential. A new playground is born, configured by children's activity, evolving as the children play, dream and build. Something as simple as a box of stuff allows for endless possibilities.

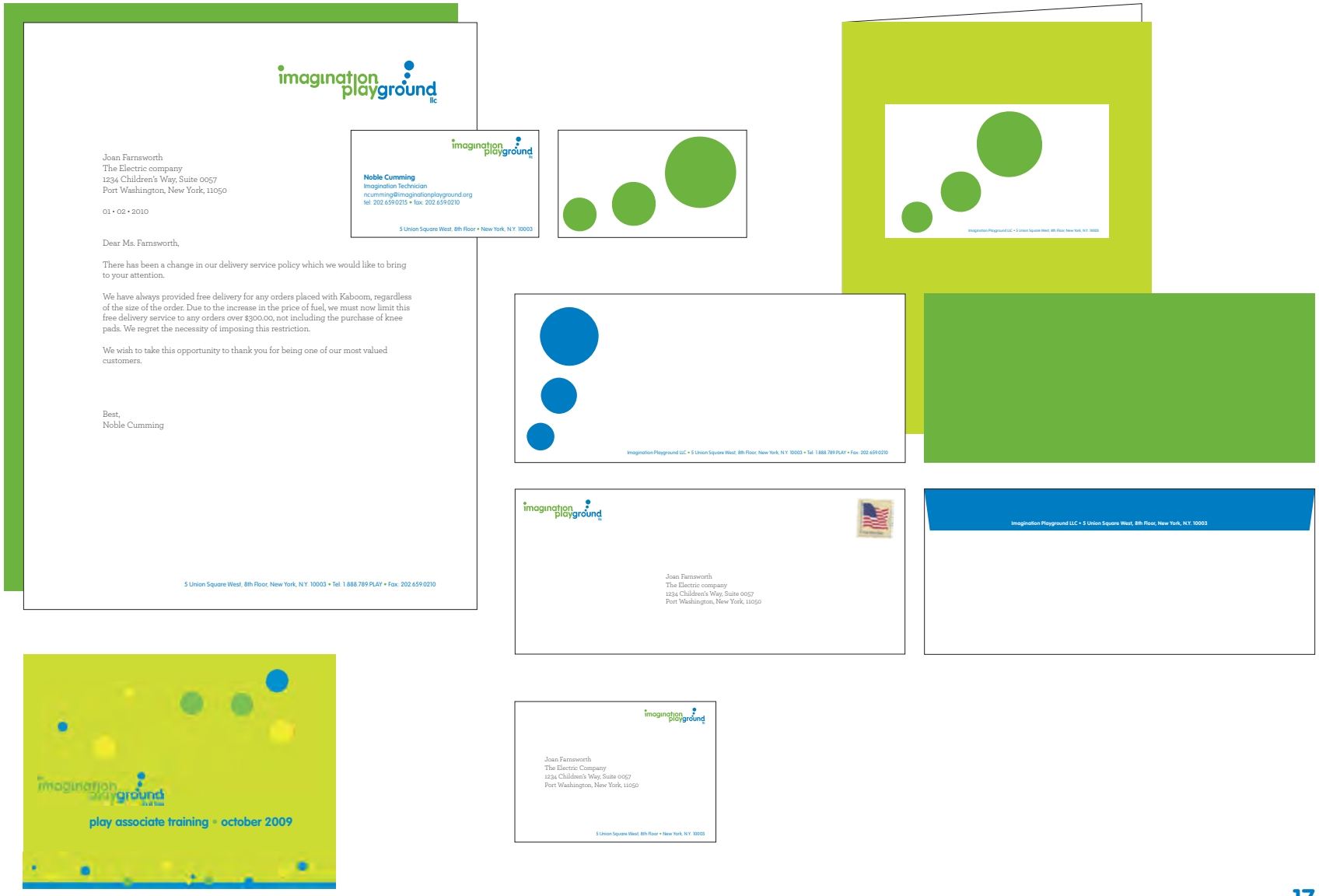
When talking about the Rockwell Group/KaBOOM! partnership, always use the IP logotype and refer to the Rockwell Group and KaBOOM! in body copy (example set in bold for emphasis).

If it is necessary to use the Rockwell Group and KaBOOM! logos, then make sure to align the baselines of the logos.

KaBOOM! rockwellgroup

section two • **business collateral**

business collateral • **overview**


imagination playground llc
Joan Farnsworth
The Electric company
1234 Children's Way, Suite 0057
Port Washington, New York, 11050
01 • 02 • 2010
Dear Ms. Farnsworth,
There has been a change in our delivery service policy which we would like to bring to your attention.
We have always provided free delivery for any orders placed with Kaboom, regardless of the size of the order. Due to the increase in the price of fuel, we must now limit this free delivery service to any orders over $300.00, not including the purchase of knee pads. We regret the necessity of imposing this restriction.
We wish to take this opportunity to thank you for being one of our most valued customers.
Best,
Noble Cumming
5 Union Square West, 8th Floor, New York, N.Y. 10003 • Tel: 1.888.789.PLAY • Fax: 202.659.0210
Noble Cumming
Imagination Technician
ncumming@imaginationplayground.org
tel: 202.659.0215 • fax: 202.659.0210
5 Union Square West, 8th Floor • New York, N.Y. 10003
Imagination Playground LLC • 5 Union Square West, 8th Floor, New York, N.Y. 10003
Imagination Playground LLC • 5 Union Square West, 8th Floor, New York, N.Y. 10003 • Tel: 1.888.789.PLAY • Fax: 202.659.0210
Joan Farnsworth
The Electric company
1234 Children's Way, Suite 0057
Port Washington, New York, 11050
Imagination Playground LLC • 5 Union Square West, 8th Floor, New York, N.Y. 10003
play associate training • october 2009
Joan Farnsworth
The Electric Company
1234 Children's Way, Suite 0057
Port Washington, New York, 11050
5 Union Square West, 8th Floor • New York, N.Y. 10003

business collateral • letterhead

imagination playground llc
Joan Farnsworth
The Electric company
1234 Children's Way, Suite 0057
Port Washington, New York, 11050
01 • 02 • 2010
Dear Ms. Farnsworth,
There has been a change in our delivery service policy which we would like to bring to your attention.
We have always provided free delivery for any orders placed with Kaboom, regardless of the size of the order. Due to the increase in the price of fuel, we must now limit this free delivery service to any orders over $300.00, not including the purchase of knee pads. We regret the necessity of imposing this restriction.
We wish to take this opportunity to thank you for being one of our most valued customers.
Best,
Noble Cumming
5 Union Square West, 8th Floor, New York, N.Y. 10003 • Tel: 1.888.789.PLAY • Fax: 202.659.0210

The Imagination Playground LLC letterhead is meant to be minimal and refined. However, as a touch of whimsy, the back side is flooded with the core IP green color. The letterhead can be run through any laser or inkjet printer

Please check with your office manager to order or reorder letterhead.

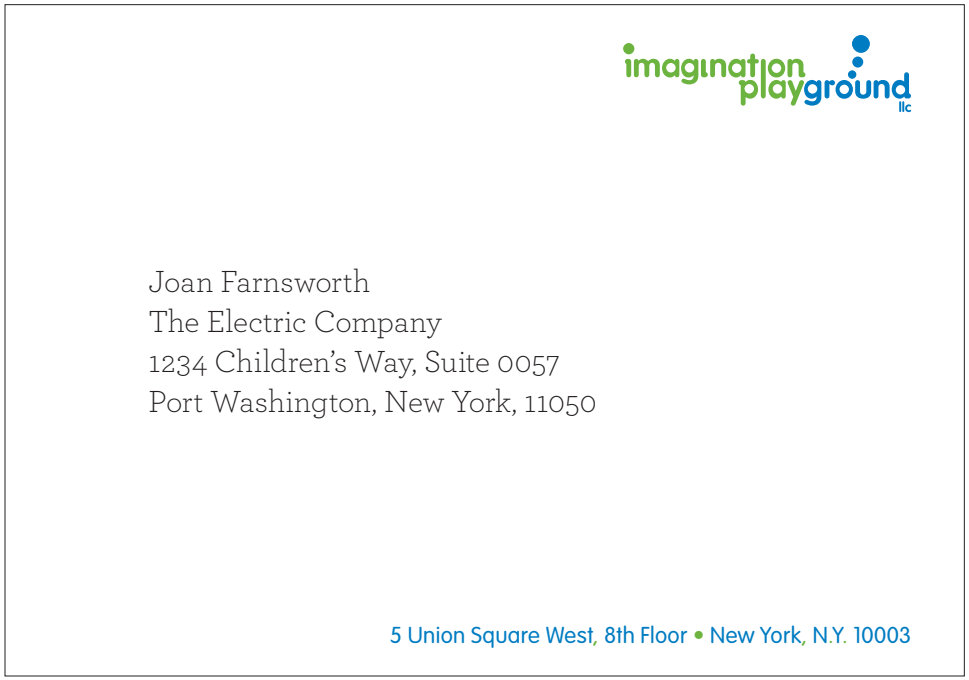
business collateral • **envelope**

imagination playground llc
USA First-Class
Joan Farnsworth
The Electric company
1234 Children's Way, Suite 0057
Port Washington, New York, 11050
Imagination Playground LLC • 5 Union Square West, 8th Floor, New York, N.Y. 10003

Imagination Playground LLC envelopes are designed with an IP logo in the upper left-hand corner and address knocked out of a blue field on the back flap.

Please check with your office manager to order or reorder envelopes.

business collateral • **mailing label**


imagination playground llc
Joan Farnsworth
The Electric Company
1234 Children's Way, Suite 0057
Port Washington, New York, 11050
5 Union Square West, 8th Floor • New York, N.Y. 10003

Mailing labels are designed to be printed on an as-needed basis and run through a laser or inkjet printer.

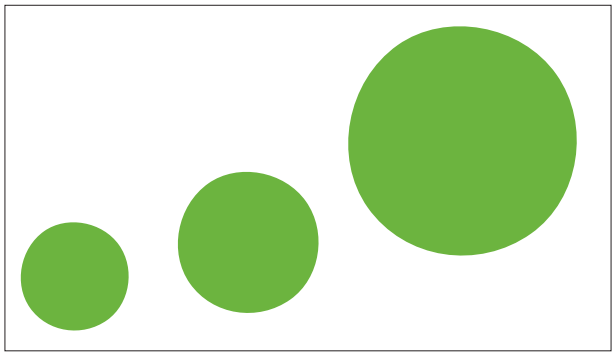
The size (5×3.5") is based on standard Avery shipping label dimensions. It should be applied to a standard bright-white 10×13" envelope.

business collateral • **folder and ip label**

In many cases, several pieces of collateral will be required for face-to-face interactions with potential clients. In such situations, a 9×12" folder can be used to assemble all the components.

business collateral • **business card**

imagination playground llc
Noble Cumming
Imagination Technician
ncumming@imaginationplayground.org
tel: 202.659.0215 • fax: 202.659.0210
5 Union Square West, 8th Floor • New York, N.Y. 10003



Imagination Playground LLC business cards are designed to accommodate a name, title, email, phone number and a fax number for each employee.

Please check with your office manager to order or reorder cards.

business collateral • **note card**

Imagination Playground LLC note cards are intended for that moment when only a handwritten gesture will suffice.

Please check with your office manager to order or reorder cards.

business collateral • **presentations**

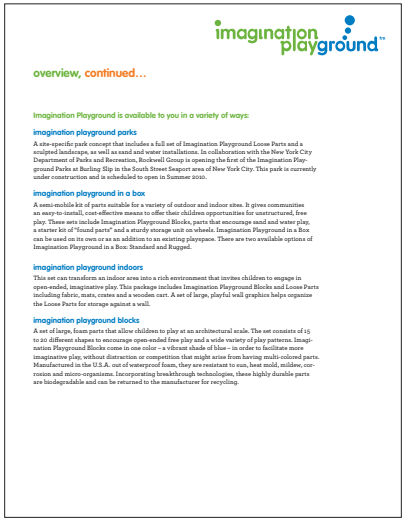
incorporating reflective practices
"a rich play environment provides 'affordances' for many types of play. The landscape and materials given to children, along with children's social experiences and imagination, create the background for play."
Roger Hart, Director of the Children's Environments Research Group, City University of New York

Imagination Playground LLC has many reasons for presentations. The .ppt presentation template provided handles a multitude of potential lay-outs and content forms.

section three • **promotional**

promotional • press kit

imagination playground
overview
imagination playground
A breakthrough playspace concept designed to encourage child-directed, unstructured "free play," the kind of play that experts say is critical to a child's intellectual, social, physical and emotional development. With a focus on Loose Parts, it offers a changing array of elements that allow children to constantly reconfigure their environment and to design their own course of play. Giant foam blocks, mats, wagons, fabric and crates overflow with creative potential for children to play, dream, build and explore endless possibilities.
Imagination Playground was conceived and designed by internationally acclaimed architect David Rockwell. His firm, Rockwell Group, has partnered with KaBOOM!, the leading national non-profit organization dedicated to bringing play to kids everywhere. Through this mission-driven partnership, we are committed to bringing Imagination Playground to communities across the country.
imagination playground consists of three core concepts that foster a dynamic, child-centered environment:
1 loose parts
An assortment of movable objects including Imagination Playground blocks, crates, fabric and carts allow each play session to become a new experience. With Imagination Playground Loose Parts, children can create their own narratives, activities and environments; build something and tear it down; or simply enjoy forms and textures.
2 manipulable environment
Children play most creatively in settings they can manipulate. Sand and water, for example, serve as raw materials for creativity and sensory exploration. Imagination Playground empowers children to influence the space around them, and allows for many types of activities, including constructive, dramatic and gross motor play.
3 play associates
Play Associates are trained adults who enable a setting in which children can direct their own play. They allow play activity to evolve naturally by maintaining a safe and secure environment, and by renewing and varying the supply of Loose Parts.


imagination playground
overview, continued...
Imagination Playground is available to you in a variety of ways:
imagination playground parks
A site-specific park concept that includes a full set of Imagination Playground Loose Parts and a sculpted landscape, as well as sand and water installations. In collaboration with the New York City Department of Parks and Recreation, Rockwell Group is opening the first of the Imagination Playground Parks at Burling Slip in the South Street Seaport area of New York City. This park is currently under construction and is scheduled to open in Summer 2010.
imagination playground in a box
A semi-mobile kit of parts suitable for a variety of outdoor and indoor sites. It gives communities an easy-to-install, cost-effective means to offer their children opportunities for unstructured, free play. These sets include Imagination Playground Blocks, parts that encourage sand and water play, a starter kit of "found parts" and a sturdy storage unit on wheels. Imagination Playground in a Box can be used on its own or as an addition to an existing playspace. There are two available options of Imagination Playground in a Box: Standard and Rugged.
imagination playground indoors
This set can transform an indoor area into a rich environment that invites children to engage in open-ended, imaginative play. This package includes Imagination Playground Blocks and Loose Parts including fabric, mats, crates and a wooden cart. A set of large, playful wall graphics helps organize the Loose Parts for storage against a wall.
imagination playground blocks
A set of large, foam parts that allow children to play at an architectural scale. The set consists of 15 to 20 different shapes to encourage open-ended free play and a wide variety of play patterns. Imagination Playground Blocks come in one color – a vibrant shade of blue – in order to facilitate more imaginative play, without distraction or competition that might arise from having multi-colored parts. Manufactured in the U.S.A. out of waterproof foam, they are resistant to sun, heat mold, mildew, corrosion and micro-organisms. Incorporating breakthrough technologies, these highly durable parts are biodegradable and can be returned to the manufacturer for recycling.

imagination playground llc
press articles
New York Times Style Magazine, Winter 2009
Jill Singer, "Remix: King of the Playground"
I.D. September/October 2009
Alissa Walker, "Recess, Rethought"
Jessie Ashlock, "Play as it Lays: In Tough Times, Designers Can Still Have Fun"
Stanford Social Innovation Review, Fall 2009
Putting More Fun Into Play
Fast Company, March, 2009
David Rockwell's Imagination Playground
Time, January 28th, 2009
The New Playground: Bye, Jungle Gym
Good Magazine, September / October, 2008
Loose Parts Playgrounds
Wall Street Journal, August 5th, 2008
The Architect-Designer Focuses on Child's Play
NY1, August 4th, 2008
Where To Go: Imagination Playground In A Box
4 NBC News, July 31st, 2008
Portable Playgrounds Developed For Kids
Daily News, July 15th, 2008
Imagination Playground opens in Brownsville to delight of local children
New York Times, July 14th, 2008
A Playground Where Creativity Can Run Wild
Thirteen/WNET, June 1st, 2008
Interview with David Rockwell
CNBC, May 27th, 2008
Playgrounds Offer Imaginative Sponsorship Opportunity
CBS, May 20th, 2008
CBS Sunday Morning Video
New York Times, May 4th, 2008
An Invitation to Child's Play: Big Blocks and Wheelbarrows
Tribeca Trib, November 2nd, 2007
Partying for the New Playground at Burling Slip
Charlie Rose, May 24th, 2007
A conversation with David Rockwell
Boston Globe, April 15th, 2007
Back To The Playground
Weekly Reader, April 6th, 2007
New Parks Are on the Way!
The New Yorker, January 29th, 2007
Comeback: Sand Men
ABC News, January 11th, 2007
New-Age Playgrounds Rule, as Long as the Kids Are in Charge
New York Times, January 11th, 2007
New York City's Future Playground Gets a Nod From Present-Day Players
New York Times, January 10th, 2007
New York Tries to Think Outside the Sandbox
Tribeca Trib, January 10th, 2007
A 'Reinvented' Playground for Seaport
Downtown Express, August 11–17, 2006
City looks to Fulton and beyond in East Side plan
5 Union Square West, 8th Floor, New York, N.Y. 10003 • Tel: 212.463.0334 • Fax: 212.463.0335

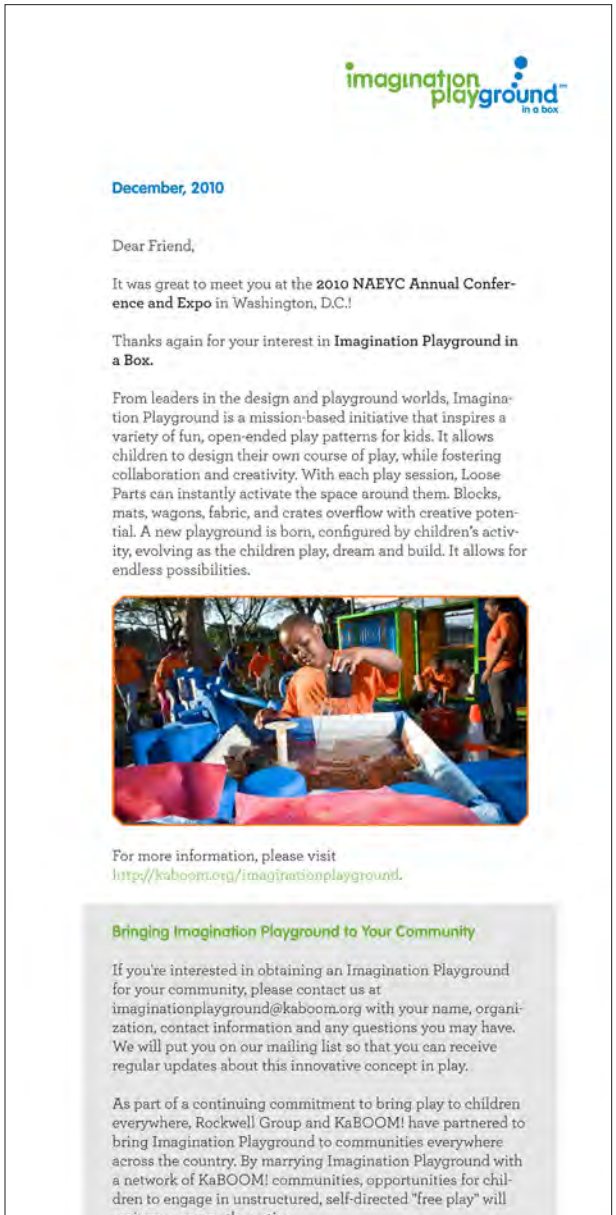
Imagination Playground LLC press kits are intended to tell the brand story to all interested parties. Made for a standard letter-sized page, it includes articles about the Imagination Playground from major publications such as The *New York Times* and *Fast Company*.

promotional • web site

sign-up for our mailing list:
home • more info • photos • press • contact • products • donate
imagination playground
Every parent has an opinion about how kids should play. Its something that grownups want to control... but the more I observe kids playing, they do it best themselves.
imagination playground is available to you in a variety of ways:

The new Imagination Playground website is designed to resonate with the other brand materials, while providing a setting for new information to be contributed as the brand grows.

promotional • email blast



December, 2010

Dear Friend,

It was great to meet you at the **2010 NAEYC Annual Conference and Expo** in Washington, D.C.!

Thanks again for your interest in **Imagination Playground in a Box.**

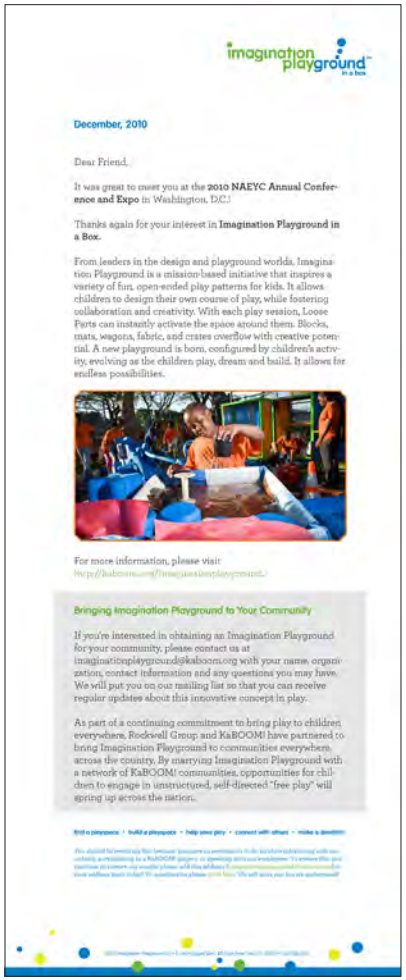
From leaders in the design and playground worlds, Imagination Playground is a mission-based initiative that inspires a variety of fun, open-ended play patterns for kids. It allows children to design their own course of play, while fostering collaboration and creativity. With each play session, Loose Parts can instantly activate the space around them. Blocks, mats, wagons, fabric, and crates overflow with creative potential. A new playground is born, configured by children's activity, evolving as the children play, dream and build. It allows for endless possibilities.

For more information, please visit
http://kaboom.org/imaginationplayground.

Bringing Imagination Playground to Your Community

If you're interested in obtaining an Imagination Playground for your community, please contact us at imaginationplayground@kaboom.org with your name, organization, contact information and any questions you may have. We will put you on our mailing list so that you can receive regular updates about this innovative concept in play.

As part of a continuing commitment to bring play to children everywhere, Rockwell Group and KaBOOM! have partnered to bring Imagination Playground to communities everywhere across the country. By marrying Imagination Playground with a network of KaBOOM! communities, opportunities for children to engage in unstructured, self-directed "free play" will



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The new Imagination Playground email blast template is designed to handle any emerging information such as product updates and events. The email blasts read in a linear fashion and separate various articles/ topics using gray fields (a common device in blogs and email blasts). As shown below. The blasts can handle graphics/photography as well.

promotional • brochure template

imagination playground
is a breakthrough playspace concept designed by architect David Rockwell to encourage child-directed, unstructured free play, the kind of play that experts say is critical to a child's intellectual, social, physical and emotional development. With a focus on loose parts, Imagination Playground offers a changing array of elements that allows children to constantly reconfigure their environment and to design their own course of play. Giant foam blocks, mats, wagons, fabric and crates overflow with creative potential for children to play, dream, build and explore endless possibilities.
the concept
the products
imagination playground in a box
is a kit of parts suitable for a variety of outdoor and indoor sites. It offers an easy-to-install, cost-effective means to offer their children opportunities for unstructured, free play. The sets include a sturdy storage unit on wheels, Imagination Playground Blocks, and a starter kit of found parts. Imagination Playground in a Box can be used on its own or as an addition to an existing playspace.
imagination playground indoors
can transform an indoor area into a rich environment that invites children to engage in open-ended, imaginative play. This package includes Imagination Playground Blocks and other loose parts including fabric, mats, crates and a wooden cart. A set of playful wall graphics helps organize your Imagination Playground Loose Parts for storage against a wall.
imagination playground blocks
are a set of uniquely designed, large, foam parts in a vibrant blue that allow children to play at an architectural scale. Sixteen different block shapes encourage open-ended free play and a wide variety of play patterns. Manufactured in the U.S.A. from biodegradable foam, they are resistant to sun, heat, mold, mildew, corrosion and micro-organisms.
imagination playground parks
is a site-specific park concept that includes a full set of Imagination Playground Loose Parts and a sculpted landscape, as well as sand and water installations. The Burling Slip Imagination Playground in the South Street Seaport area of New York City was the first initiative of the Imagination Playground project, a collaboration between Rockwell Group and the New York City Department of Parks and Recreation.
at play
Imagination Playground in a Box
Experts say that Imagination Playground can have incredible effects on physical, cognitive, social and emotional development. From children and adults alike, we've received great feedback:
"Site visitors commented that they'd never seen so much sharing on a playground. We saw buildings built, ball-runs created, children built into small spaces with walls that came crashing down as they broke out, lots of capes, some parading, etc. They were loved from early childhood to middle school."—Jessica Wodatch, Executive Director, Two Rivers Public Charter School
"The open-ended nature of Imagination Playground in a Box ensured that the children had endless opportunities to experiment, construct, explore and invent; the children eagerly shared their excitement about Imagination Playground... at every visit."—Abby Thorman, Educational Consultant, Thorman Strategy Group
"I was surprised by the level of creativity unleashed in the children when they played with the vivid blue blocks. Some played together building homes, slides, and a seesaw. One little girl constructed a stage and a microphone into which she sang. Another boy circled the others holding a rectangular block with a small round piece sticking out of the end." – Cynthia J. Gentry, Chairwoman of the Atlanta Taskforce on Play.
"I could be anything I want to be. I want to be in the Olympics and do the long jump,"
—Sayquin Carlton, 11, at Brownsville Playground, right before leaping over a practice stunt jump that he built out of big blue foam blocks. (Reported by Ayala Falk in the Daily News, July 15, 2008)

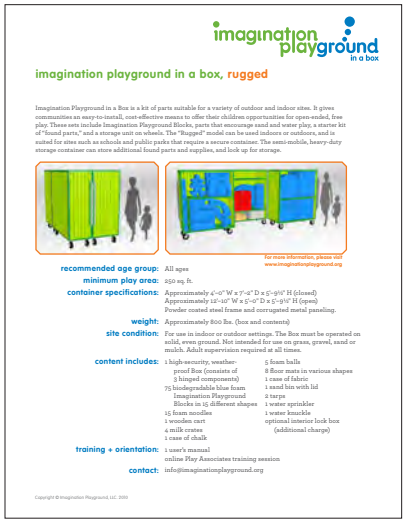
— *Example of file finished with a tri-fold.*

General File Stats

- Double-sided
- Tri-fold
- Sheet size = 16.5×8.5"
- Finished size = 5.5×8.5"

imagination playground consists of three core concepts that foster a dynamic, child-centered environment:
1 loose parts
An assortment of movable objects, including Imagination Playground Blocks, crates, fabric and carts, allows each play session to become a new experience. With Imagination Playground Loose Parts, children can create their own narratives, activities and environments; build something and tear it down; or simply enjoy forms and textures.
2 manipulable environment
Children play most creatively in settings they can manipulate. Sand and water, for example, serve as raw materials for creativity and sensory exploration. Imagination Playground empowers children to influence the space around them, and allows for many types of activities, including constructive, dramatic and gross motor play.
3 play associates
Play Associates are trained adults who enable a setting in which children can direct their own play. They allow play activity to evolve naturally by maintaining a safe and secure environment, and by renewing and varying the supply of loose parts.
imagination playground™
the partnership
Imagination Playground was conceived and designed by internationally acclaimed architect David Rockwell. His firm, Rockwell Group, has partnered with KaBOOM!, the leading national non-profit organization dedicated to bringing play to kids everywhere. Through this mission-driven partnership, we are committed to inspiring children's inherent ability to dream and create by bringing Imagination Playground to communities across the country.
rockwellgroup
Rockwell Group is an award winning, cross-disciplinary 120-person architecture and design firm specializing in cultural, hospitality, retail, product, and set design. Based in New York, with satellite offices in Madrid and Dubai, the firm crafts a unique narrative and an immersive environment for each project. Projects include W Hotel Union Square, the JetBlue terminal at JFK International Airport, Children's Hospital at Montefiore, Nobu restaurants worldwide, set designs for the 2009 and 2010 Academy Awards ceremony and Broadway's "Hairspray," and Walt Disney Family Museum. Mr. Rockwell received the 2009 Pratt Legends Award and the 2008 National Design Award for Interior Design from Smithsonian's Cooper-Hewitt. For more information, visit www.rockwellgroup.com.
KaBOOM! is a national non-profit organization that envisions a great place to play within walking distance of every child in America. Since 1995, KaBOOM! has used its innovative community-build model to bring together business and community interests to construct more than 1,700 new playgrounds, skateparks, sports fields and ice rinks across North America. KaBOOM! also offers a variety of resources, including an online community, free online trainings, grants, publications and the KaBOOM! National Campaign for Play, which includes Playful City USA and Playmakers – a national network of individual advocates for play. Headquartered in Washington, D.C., KaBOOM! also has offices in Chicago and San Mateo, Calif. For more information, visit kaboom.org.
For details on where Imagination Playground is popping up across the country, or how to purchase, donate or become involved, please visit www.imagination playground.org, or call 1.866.986.5551
imagination playground™
Imagination Playground brings out the creative genius in all kids
a breakthrough playspace concept designed to encourage child-directed free play

promotional • **product cut sheets**


imagination playground in a box

imagination playground in a box, rugged

Imagination Playground in a Box is a kit of parts suitable for a variety of outdoor and indoor sites. It gives communities an easy-to-install, cost-effective means to offer their children opportunities for open-ended, free play. These sets include Imagination Playground Blocks, parts that encourage sand and water play, a starter kit of "found parts," and a storage unit on wheels. The "Rugged" model can be used indoors or outdoors, and is suited for sites such as schools and public parks that require a secure container. The semi-mobile, heavy-duty storage container can store additional found parts and supplies, and lock up for storage.

For more information, please visit www.imaginationplayground.org

recommended age group: All ages
minimum play area: 450 sq. ft.
container specifications: Approximately 4'-0" W x 7'-4" D x 5'-9½" H (closed)
Approximately 12'-10" W x 5'-0" D x 5'-9½" H (open)
Powder coated steel frame and corrugated metal paneling.
weight: Approximately 800 lbs. (box and contents)
site condition: For use in indoor or outdoor settings. The Box must be operated on solid, even ground. Not intended for use on grass, gravel, sand or mulch. Adult supervision required at all times.
content includes:
- 1 high-security, weather-proof Box (consists of 3 hinged components)
- 75 biodegradable blue foam Imagination Playground Blocks in 15 different shapes
- 15 foam noodles
- 1 wooden cart
- 4 milk crates
- 1 case of chalk
- 5 foam balls
- 8 floor mats in various shapes
- 1 case of fabric
- 1 sand bin with lid
- 2 tarps
- 1 water sprinkler
- 1 water knuckle
- optional interior lock box (additional charge)

training + orientation: 1 user's manual
online Play Associates training session
contact: info@imaginationplayground.org

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imagination playground indoors

imagination playground indoors

Imagination Playground Indoors can transform an indoor area into a rich environment that invites children to engage in open-ended, free play and a wide variety of play patterns. This package includes Imagination Playground Blocks and other Loose Parts including fabric, mats, crates and a wooden cart. A set of large, playful wall graphics helps organize the Loose Parts for storage against a wall.

For more information, please visit www.imaginationplayground.org

recommended age group: All ages
minimum play area: 210 sq. ft.
overall dimensions: Approximately 15'-0" W x 2'-6" D x 5'-0" H
wall graphic: 15'-0" W x 7'-0" H
weight: Approximately 185 lbs.
site condition: For use in indoor settings.
Adult supervision required at all times.
content includes:
- 75 biodegradable blue foam Imagination Playground Blocks in 15 different shapes
- 15 foam noodles
- 1 noodle barrel
- 4 milk crates
- 5 foam balls
- 8 floor mats
- assorted fabric pieces
- 1 wooden cart
- 1 set of wall graphics

training + orientation: 1 user's manual
online Play Associates training session
contact: info@imaginationplayground.org

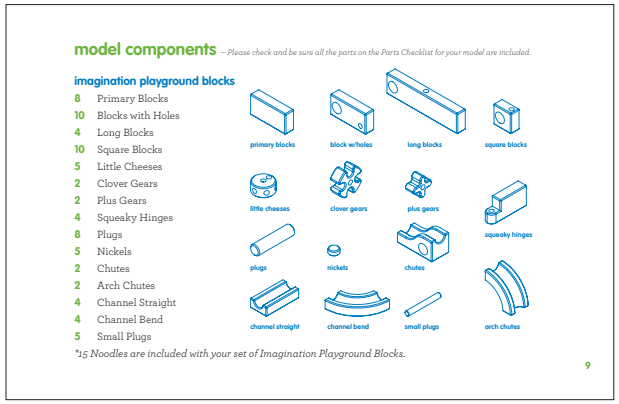
Copyright © Imagination Playground, LLC. 2010

Product cut sheets are intended to quickly convey specifications on each of the Imagination Playground kits. Information can easily be updated or changed to cover specifications of potential kits in the future.

Each product cut sheet is specific to a particular product, so the proper logo should be used.

When assembling multiple cut sheets, include a cover with the LLC logo.

promotional • user's manual



model components – *Please check and be sure all the parts on the Parts Checklist for your model are included.*

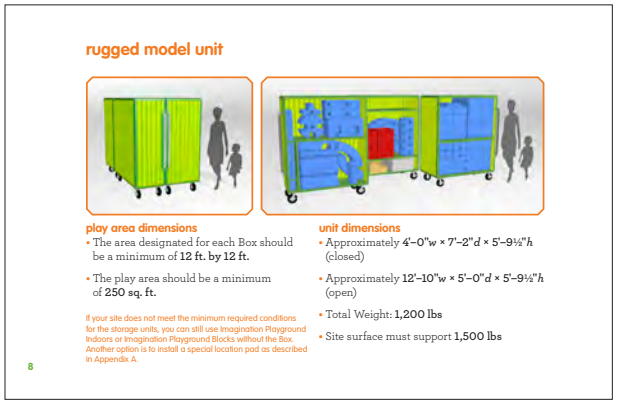
imagination playground blocks

8	Primary Blocks
10	Blocks with Holes
4	Long Blocks
10	Square Blocks
5	Little Cheeses
2	Clover Gears
2	Plus Gears
4	Squeaky Hinges
8	Plugs
5	Nickels
2	Chutes
2	Arch Chutes
4	Channel Straight
4	Channel Bend
5	Small Plugs

primary blocks · block w/holes · long blocks · square blocks · little cheeses · clover gears · plus gears · squeaky hinges · plugs · nickels · chutes · channel straight · channel bend · small plugs · arch chutes

**15 Noodles are included with your set of Imagination Playground Blocks.*

9



rugged model unit

play area dimensions

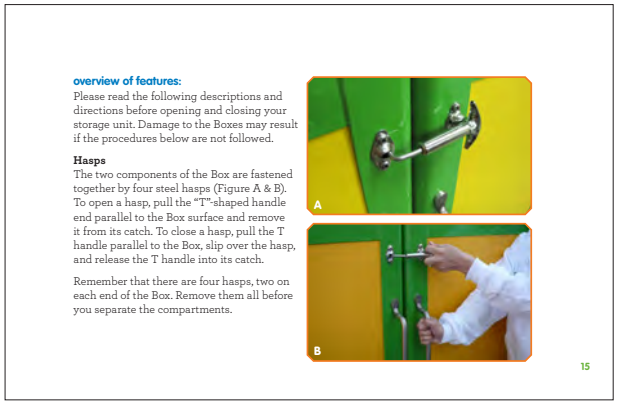
- The area designated for each Box should be a minimum of **12 ft. by 12 ft.**
- The play area should be a minimum of **250 sq. ft.**

unit dimensions

- Approximately **4'–0"***w* × **7'–2"***d* × **5'–9½"***h* (closed)
- Approximately **12'–10"***w* × **5'–0"***d* × **5'–9½"***h* (open)
- Total Weight: **1,200 lbs**
- Site surface must support **1,500 lbs**

If your site does not meet the minimum required conditions for the storage units, you can still use Imagination Playground Indoors or Imagination Playground Blocks without the Box. Another option is to install a special location pad as described in Appendix A.

8



overview of features:

Please read the following descriptions and directions before opening and closing your storage unit. Damage to the Boxes may result if the procedures below are not followed.

Hasps

The two components of the Box are fastened together by four steel hasps (Figure A & B). To open a hasp, pull the "T"-shaped handle end parallel to the Box surface and remove it from its catch. To close a hasp, pull the T handle parallel to the Box, slip over the hasp, and release the T handle into its catch.

Remember that there are four hasps, two on each end of the Box. Remove them all before you separate the compartments.

15

The user's manual involves multiple aspects of the brand. Not only is design important, but also the actual language used to communicate the ideals of the company and inform the user efficiently.

Any changes must be reviewed before being released to the public. Please be mindful when making changes.

promotional • **paraphernalia**

Most IP paraphernalia involves placing the logo in a central position on the intended object. Please see the **IP logotype** pages in the **elements** section for further information.

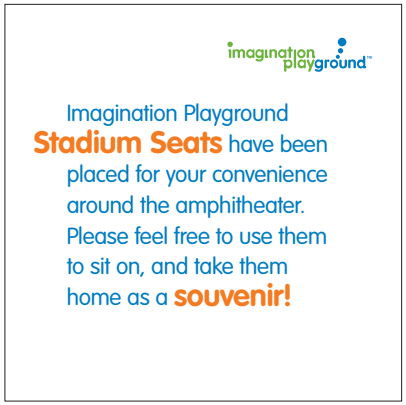
section four • **environmental**

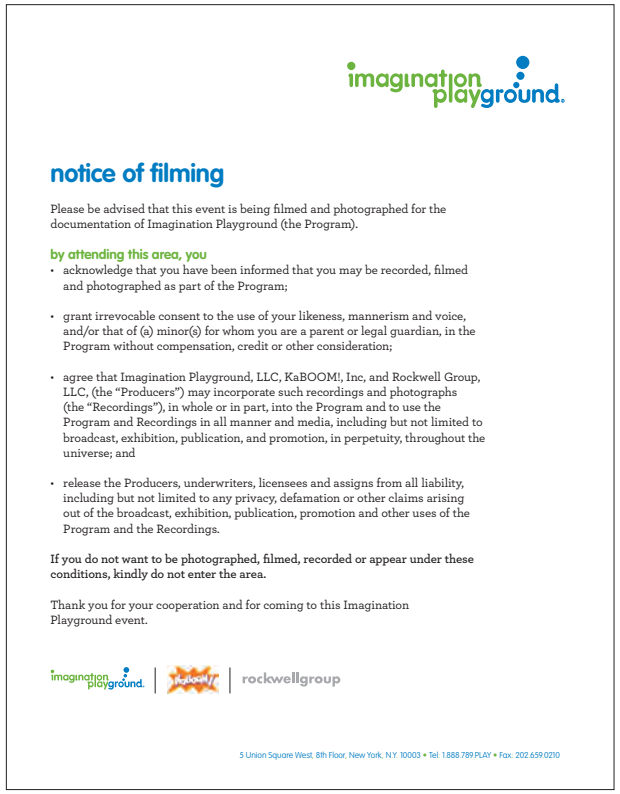
environmental • **banners**

Imagination Playground Banners are quite minimal and reflects the standard logo placement and cobranding guidelines.

Please see the **IP logotype** pages in the **elements** section for further information.

environmental • **temporary signage**




imagination playground.
notice of filming
Please be advised that this event is being filmed and photographed for the documentation of Imagination Playground (the Program).
by attending this area, you
• acknowledge that you have been informed that you may be recorded, filmed and photographed as part of the Program;
• grant irrevocable consent to the use of your likeness, mannerism and voice, and/or that of (a) minor(s) for whom you are a parent or legal guardian, in the Program without compensation, credit or other consideration;
• agree that Imagination Playground, LLC, KaBOOM!, Inc, and Rockwell Group, LLC, (the "Producers") may incorporate such recordings and photographs (the "Recordings"), in whole or in part, into the Program and to use the Program and Recordings in all manner and media, including but not limited to broadcast, exhibition, publication, and promotion, in perpetuity, throughout the universe; and
• release the Producers, underwriters, licensees and assigns from all liability, including but not limited to any privacy, defamation or other claims arising out of the broadcast, exhibition, publication, promotion and other uses of the Program and the Recordings.
If you do not want to be photographed, filmed, recorded or appear under these conditions, kindly do not enter the area.
Thank you for your cooperation and for coming to this Imagination Playground event.
imagination playground. | KaBOOM! | rockwellgroup
5 Union Square West, 8th Floor, New York, N.Y. 10003 • Tel: 1.888.789.PLAY • Fax: 202.659.0210

Temporary signage needed for IP events can be executed in a myriad of ways, but for the sake of simplicity is based loosely on the IP letterhead.

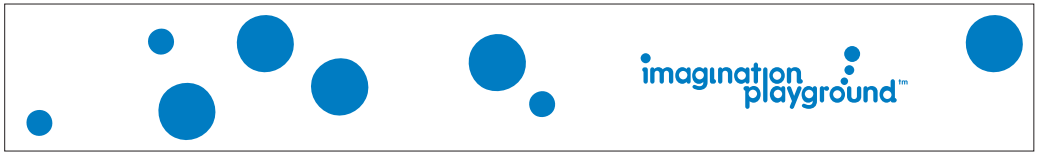
The type can be stayed or playful as necessary.

environmental • **permanent signage**

Permanent signage can be addressed in a multitude of ways, owing to the flexibility of the brand. To date, all executions have been donation plaques, which have been in circles.

The City of New York and Rockwell Group
would like to thank the following for their support
of Imagination Playground.
Daniel and Nanna Stern
Leonard Litwin
Newmark Knight Frank
Jack Resnick & Sons, Inc.
Rockrose Development Corp.
The Hakimian Organization
Dan and Abbe Klores
Midler Family Foundation
Related Companies
Steelcase Inc.
Jack Tantleff
Champion Courier
Jules Fisher and Peggy Eisenhauer
Focus Lighting, Inc.
Frieda and Ray Furman
Peter and Penny Glazier
Allen J. Grubman and Jess H. Drabkin
Stephen Hanson and Family
The Hartman Group
Loeb & Loeb LLP
Macy's Merchandising Group
Julie Menin
@radical.media
Daryl and Steven Roth
Shawmut Design and Construction
Lucy and Phil Suarez
TAG Associates LLC
Laurie M. Tisch
Viking Range Corporation
Scott Zeiger - BASE Entertainment
Imagination Playground is a breakthrough play space designed to encourage
child-directed, unstructured free play. It is the result of a public/private
partnership between the New York City Department of Parks
& Recreation and Rockwell Group.

environmental • **branded touchpoints**



From time to time, it will be important to express the brand in unexpected ways. When executing the brand somewhere or on something for he first time, please refer to the graphic conventions previously stated.

section five • **packaging**

packaging • **pop-out playground sleeve**

Packaging for the brand is to be vibrant and playful. Specifically, it is the one execution that should emphasise the use of color, not refrain from it.

Specifically, the pop-out playground is intended to be a promotional item for the Imagination Playground Blocks set. It is intended to engage and inform the person in possession of it, playfully. Note the tertiary outline element on the sleeve. They are intended to hint at the pieces beneath and do not appear anywhere else, though they are well integrated.